REFERENCES

1. Abel Stephen,(2003), "The Emergence of Interdependent E-Commerce Constructs", Journal of Internet Banking and Commerce,Vol.8 No.2
2. Agarwal, J. and Malhotra, N.K.(2005). " An integrated model of attitude and affect: theo retical foundation and an empirical investigation", Journal of Business Research, Vol.58, pp 483-493.
3. Ajzen, I .(1991), " The theory of planned behavior", Organizational Behavior and Human Decision Process, Vol. 50 pp. 197-211.
4. Anderson, R. E. and Srinivasan, S. S.(2003), " E-satisfaction and e-loyalty: a contingency framework", Psychology of Marketing, Vol.20(2), pp. 123 – 138.
5. Balasubramanian, S., Konana, P. and Menon, N.M. (2003), "Customer satisfaction in virtual environments: a study of online investing", Management Science, Vol. 49, No. 7, pp. 871-89.
6. Brachman, R.J., Khabaza, T., Kloesgen, W., Piatetsky-Shapiro, G. and Simoudis, E. (1996), "Mining business databases", Communications of the ACM, Vol. 39 No. 11, pp. 42-8.
7. Burke, R.R. (2002), "Technology and the Customer Interface: What Consumers want in the Physical and Virtual Store", Journal of the Academy of Marketing Science, Vol.30 No.4, pp 411-32.
8. Burroughs, R.S. (2002), "Determinants of Electronic Purchasing: A multi-period investigation", INFOR, Vol. 40(1), pp. 35-56.
9. Childers, T.L., Carr, C.L., Peck, J. and Carson, S. (2001), "Hedonic and Utilitarian Motivations for Online Retail Shopping Behavior", Journal of Retailing, Vol. 77 No.4,pp 511-535.
10. Cunningham, L.F., Gerlach, J.H., Harper, M.D. and Young, C.F. (2005), "Perceived risk and the consumer buying process: Internet airline reservations", International Journal of Service Industry Management, Vol.16, No.4, pp. 357-72.
11. Dabholkar, P.A. (1996), "Consumer evaluations of new technology based self-service options", International Journal of Research in Marketing, Vol.13, No.1, pp. 29-51.

12. Dabholkar, P.A., Bagozzi, R.P. (2002), "An Attitudinal Model of Technology-Based Self-Service: Moderating Effects of Consumer Traits and Situational Factors", Journal of the Academy Marketing Science, Vol.30, No.3, pp 184-201.
13. Dasgupta, L.E.M. and Melliar-Smith, P.(2005), "Dynamic Pricing for Time-Limited Goods in a Supplier-Driven Electronic Marketplace", Electronic Commerce Research, Vol.5 PP. 267 – 292.
14. Davenport, T.H. and Seely, C.P. (2006), "KM meets business intelligence: merging knowledge and information at Intel", Knowledge Management Review, January/February, pp. 10-15.
15. Davis, F.D. (1989), "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology", MIS Quarterly, 13 (3): 319-40.
16. Ezlika Ghazali, Dilip Mutum, Nurul Azlinawatee Mahbob, "Exploratory study of buying fish online: are Malaysians ready to adopt online grocery shopping?" International Journal of Electronic Marketing and Retailing 2006 - Vol. 1, No.1 pp. 67 - 82
17. Francisco J. Martinez-Lopez, Paula Luna-Huertas, Francisco Jose Martinez, "Motivations for consumption behaviours on the web: a conceptual model based on a holistic" , International Journal of Electronic Marketing and Retailing 2006 - Vol. 1, No.1 pp. 3 – 20
18. Fram, E. H., & Grandy, D.B. (1997), "Internet shoppers: Is there a surfer gender gap?", Direct Marketing, Vol. 59, No. 1, pp. 46-50.
19. Jianwei Hou , (2007) "A classification of online bidders in a private value auction: evidence from eBay " International Journal of Electronic Marketing and Retailing - Vol. 1, No.4 pp. 322 - 338
20. Mark Xu, Brett Ferrand, Martyn Roberts, (2006), "The last mile of e-commerce – unattended delivery from the consumers and eTailers| perspectives", International Journal of Electronic Marketing and Retailing , Vol. 2, No.1 pp. 20 – 38
21. Pew Research Centre (2001), "More online, doing more: 16 million newcomers gain Internet access in the last half of 2000 as women, minorities, and families with modest incomes continue to surge online".

22. Rajeev Kamineni,(2004), " Web based shopping: The evolution and the global implications – An exploratory analysis from a consumer behavioural viewpoint", Journal of Internet Banking and Commerce , Vol.9,No. 1
23. Peterson, R. A., Bal Subramanian, S., & Bronnenberg, B. J. (1997), "Exploring the implications of the Internet for consumer marketing", Journal of Academy of Marketing Science, Vol. 24, No. 4, pp. 329-346.
24. Swaminathan, V., Lepkowska-White, E. and Rao, B.P. (1999) Browsers or Buyers in Cyberspace? An Investigation of Factors Influencing Electronic Exchange, Journal of Computer-Mediated Communication, 5 (2), Sakkthivel, A.M., (2009), " Impact of demographics on online buying behaviour towards different products" International Journal of Electronic Finance - Vol. 3, No.3 pp. 284 - 296
25. Shrivastava,Archana,(2011) "Behavioural Business Intelligence Framework Based on Online Buying Behaviour in Indian Context: A Knowledge Management Approach", International Journal of Computer Application, Vol.02, No.6 pp,3066-3078.
26. Schiffman, L.G., Sherman, E., & Long, M.M. (2003), "Toward a better understanding of the interplay of personal values and the Internet", Psychology & Marketing, Vol. 20, No. 2, pp. 169-186.
27. Sultan, F., & Henrichs, R.B. (2000), "Consumer preferences for Internet services over time: initial explorations", The Journal of Consumer Marketing, Vol. 17, No. 5, pp. 386-403.
28. Monsuwé, T., Dellaert, B. and Ruyter, K.. (2004), "What Drives Consumers to Shop Online? A Literature Review", International Journal of Service Industry Management, 15(1), 102-121